



COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE

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JOHN WEIS, REDEVELOPMENT AGENCY

AMENDED AGENDA

1:30 p.m.

May 24, 2010

Rooms W118/W119

(a) Call to Order and Roll Call

(b) Review of Workplan

Items recommended to be added, dropped, or deferred are usually approved under this section, unless the Committee directs otherwise. Items marked with an asterisk denote changes or additions to the previously published Agenda for this meeting.

(c) Consent Calendar

- (1) **Banner Policy** (City Manager's Office)
REQUEST TO DEFER to 06/28/10

- (2) **Development Services Customer Satisfaction Survey** (Planning, Building & Code Enforcement)
REQUEST TO DEFER to 06/28/10

- (3) **Business Development Efforts**
Attachment - Presentation
Recommendation: Accept staff's report. (Redevelopment Agency)
[RULES ADD 04-28-10 Item 1.1 (a)]

- (4) **Habitat Conservation Plan** (Planning, Building & Code Enforcement)
REQUEST TO DEFER to 06/28/10

(d) Reports to Committee

- (1) **Chief Development Officer's Monthly Verbal Report** (10 min.)

Recommendation: Accept verbal report on May 24, 2010. (City Manager's Office)

- (2) **Update on National & International Media Outreach** (20 min.)
Attachment - Presentation

Recommendation: Accept staff's report. (Economic Development)

- (3) **Habitat Conservation Plan**

Renumbered to c(4)

- (4) **Commercial Signage on City Owned Properties** (20 min.)

Recommendation: Accept staff report and direct the Administration to take the following actions:

- 1) Review the practices and outcomes of other major cities that have programs for commercial signage in the public right-of-way and on city property;
- 2) Identify options for implementing commercial advertising on street furniture in the public right-of-way and elsewhere on City property, and assess logistical and administrative issues associated with these options;
- 3) Conduct public outreach regarding the proposed options;
- 4) Issue a Request for Information to obtain responses from the outdoor advertising industry to test the market for outdoor commercial advertisement in San Jose and to ascertain the available options for commercial advertising on City property; and
- 5) Return to the Committee with recommendations and alternatives for commercial advertising in the public right-of-way and on City property as a mechanism to eliminate blight, create vibrancy in the public right-of-way, and generate revenue.

(Planning, Building, & Code Enforcement) [DEFERRED FROM 04/26/10]
Refer to the full City Council for action on June 8, 2010.

(5) **Amendment to the Airport Master Plan** (20 min.)
Attachment - Presentation

Recommendation: Accept staff's report and recommend City Council approval of a Major Amendment to the Airport Master Plan for the Norman Y. Mineta San Jose International Airport to:

- (a) Shift the plan horizon from 2017 to 2027;
- (b) Update projected demand and facility requirements, and
- (c) Modify specific components of the facility development program.

(Airport) [RULES ADD 02-24-10 Item I.1]
Refer to the full City Council for action on June 8, 2010.

- **Open Forum**

Members of the Public are invited to speak on any item that does not appear on today's Agenda and that is within the subject matter jurisdiction of the Committee.

- **Adjournment**

The Community and Economic Development Committee meet every fourth Monday of the month at 1:30 p.m. Thank you for taking the time to attend today's meeting. Agendas, staff reports and some associated documents for Council Committee items may be viewed on the Internet at www.sanjoseca.gov/clerk/agenda.asp. Committee Meetings are televised live and rebroadcast on Channel 26.

To arrange an accommodation under the Americans with Disabilities Act to participate in this public meeting, please call (408) 535-8179 or (408) 294-9337 (TTY) at least two business days before the meeting.

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For questions, please contact Ellya Robello,
Office of the City Manager, at (408) 535-8179.